

ORIG
UNIT
EXT

DATE: 21 FEBRUARY 1973

CABLE SECRETARIAT DISSEMINATION

☐ INDEX ☐ NO INDEX ☐ RETURN TO _____ BRANCH ☐

BY: _____ PER: _____
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TO SANTIAGO

CITE DIRECTOR

22 FEB 73

ON TEXT

1. REQUEST APPROVAL OF FOLLOWING MEMORANDUM, BASED ON WHICH IS TO BE PASSED ON 23 FEB

TO APPROPRIATE _____ AND _____ OFFICIALS AS OPS SUPPLEMENT TO _____ FORWARDED SANTIAGO _____

A. DURING THE FIRST WEEK OF FEBRUARY 1973 IT APPEARED POSSIBLE THAT THE ELECTORAL CAMPAIGN OF THE OPPOSITION CONFEDERATION (CODE) HAD PEAKED AND THAT THE GOVERNMENT'S POPULAR UNITY (UP) COALITION MIGHT BE ABLE TO ERODE CODE'S ELECTORAL MARGIN PRIOR TO THE 4 MARCH 1973 CONGRESSIONAL ELECTION. THE UP WAS KNOWN TO BE PREPARING TO RELEASE SOME OF ITS FOOD RESERVES IN AN EFFORT TO ALLEVIATE CONSUMER SHORTAGES AND THE CAMPAIGNS OF INDIVIDUAL UP CANDIDATES WERE STARTING TO ACCELERATE. AS A RESULT THE SANTIAGO STATION MADE A MAJOR EFFORT TO COUNTER ANY POSSIBLE SWING TOWARDS THE UP AND AT THE SAME TIME HELP THE OPPOSITION TO RETAIN ITS EARLIER MOMENTUM. THE ADDITIONAL _____ APPROVED BY THE COMMITTEE ON 12 FEBRUARY

Declassified and
Approved for Release
July 2006

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PAGE TWO.....

1973 SHOULD HELP TO INSURE THAT THE OPPOSITION EFFORT DOES NOT
FALTER DURING THE LAST CRUCIAL DAYS OF THE CAMPAIGN. IN

ADDITION, THE STATION HAS BEEN PRODDING EACH OPPOSITION PARTY
CONSTANTLY TO MAINTAIN THE HIGHEST POSSIBLE LEVEL OF ELECTORAL
ACTIVITY.

B. THE NATIONAL PARTY (PN)

THE STATION HAS CONCENTRATED ON IDENTIFYING
WEAKNESSES IN PN CANDIDATES' RACES

DESPITE THESE SUCCESSFUL EFFORTS, THE FACT REMAINS
THAT THE PN REALLY IS NOT ORGANIZATIONALLY READY FOR THE ELECTIONS.
PN PRESIDENT SERGIO ONOFRE JARPA IS PRIMARILY RESPONSIBLE FOR
THIS FAILURE. JARPA HAS NOT BEEN INTERESTED IN BUILDING A BROAD-
BASED PARTY, AND WHAT THE STATION HAS BEEN ABLE TO ACCOMPLISH

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HAS BEEN DONE IN SPITE OF JARPA OR WITHOUT HIS KNOWLEDGE.
THERE ARE TALENTED SECOND-ECHELON PN LEADERS SUCH AS ACTING
SECRETARY-GENERAL PATRICIO NARDONES, DEPUTY CANDIDATE GUSTAVO
ALESSANDRI, AND SENATORIAL CANDIDATES FERNANDO OCHAGAVIA AND
SERGIO DIEZ, WHO DREAM OF CONSTRUCTING A MODERN LIBERAL PARTY
AND WHO MAY TRY TO REPLACE JARPA AFTER THE ELECTION.

C. CHRISTIAN DEMOCRATIC PARTY (PDC)

..... AND
IN EARLY FEBRUARY THE PDC ISSUED INSTRUCTIONS TO ALL ITS "BASES"
TO REPORT ANY INFORMATION ABOUT HOARDING BY GOVERNMENT OFFICIALS.
AS A RESULT OF THIS DIRECTIVE, TWO PDC SYMPATHIZERS INFORMED THE
CAMPAIGN HEADQUARTERS OF PDC SENATORIAL CANDIDATE JOSE MUSALEM
THAT CONSUMER PRODUCTS WERE BEING STORED BY THE GOVERNMENT AGENCY
DINAC. MUSALEM WAS ABLE TO LOCATE THE GOODS IN A DINAC WAREHOUSE
AND EXPLOITATION OF THIS STORY GAVE THE PDC, AND THE OPPOSITION IN
GENERAL, A FRESH CAMPAIGN ISSUE TO EXPLOIT. THE STORY ALSO HAS
HELPED NEGATE GOVERNMENT PROPAGANDA BLAMING THE OPPOSITION FOR

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HOARDING AND THUS CREATING THE BLACK MARKET.

AFTER A TEMPORARY PLATEAU IN EARLY FEBRUARY, THE PDC CAMPAIGN HAS CONTINUED TO GAIN MOMENTUM AND HAS BEEN CHARACTERIZED BY SOUND PROPAGANDA, AGGRESSIVE HUSTLING BY MOST PDC CANDIDATES AND QUIET BUT EFFECTIVE ORGANIZATIONAL EFFORTS AT NEIGHBORHOOD LEVELS.

AND IS CONFIDENT THAT THE PDC IS COMMITTING EXTRA EFFORT WHEREVER A SWING SEAT MAY POSSIBLY BE ACQUIRED. THE PDC HAS MADE AN EXCELLENT START IN PREPARING TO GET OUT THE VOTE AND COUNTER POSSIBLE FRAUD ON ECR ELECTION DAY.

THE PDC'S TECHNICAL COMMISSION IS WORKING OUT ALTERNATIVE PROGRAMS AND PRONOUNCEMENTS TO BE MADE AFTER THE ELECTIONS, DEPENDING ON THE OUTCOME. ONCE THESE ARE COMPLETED AND APPROVED BY THE PDC COUNCIL THEY WILL BE SUBMITTED TO THE OTHER CODE PARTIES.

D. DEMOCRATIC RADICAL PARTY (PDR) AND RADICAL PARTY OF THE LEFT (PIR)

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ON 11 FEBRUARY THE PDR AND PIR HELD A RADICAL
"UNITY" MEETING IN LA SERENA. [REDACTED]

[REDACTED]

ALL OF THE BEST KNOWN PDR AND PIR LEADERS AND CANDIDATES WERE
PRESENT AT THE MEETING, WHICH ATTRACTED A NUMBER OF SECOND-ECHELON
RADICAL LEADERS WHO ARE NOMINALLY STILL COMMITTED TO THE OLD
RADICAL PARTY (PR). THIS RALLY IS BELIEVED TO HAVE HAD CONSIDERABLE
IMPACT ON RANK-AND-FILE RADICAL VOTERS. [REDACTED] ARE WORK-
ING CLOSELY WITH PIR LEADERS TO TRY TO WEAN IMPORTANT PR ELEMENTS
AWAY FROM THE UP, EITHER BEFORE OR SOON AFTER THE ELECTIONS.

E. PRIVATE SECTOR

THE PRIVATE SECTOR GET-OUT-THE-VOTE CAMPAIGN WAS
LAUNCHED ON 4 FEBRUARY AND WILL CONTINUE UNTIL ELECTION DAY. A
PROPAGANDA CAMPAIGN USING OPPOSITION AND INDEPENDENT RADIO, PRESS

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AND TELEVISION OUTLETS IS UNDERWAY, AND
PRIVATE SECTOR ORGANIZATIONS HAVE INSTRUCTED THEIR PROVINCIAL
COMMANDS TO SET UP ELECTORAL SUBCOMMITTEES TO SWING THE OVER-
ALL EFFORT BEHIND CODE. THE TRUCK-DRIVERS' GREMIAL HAS
OFFERED ITS ASSISTANCE TO THE CODE PARTIES IN TRANSPORTING
VOTERS TO THE POLLS, AND EACH GREMIAL UNIT IS WORKING TO HELP
MOTIVATE VOTERS AND TO IDENTIFY POSSIBLE PROBLEMS AND SHORT-
COMINGS IN THE CAMPAIGNS OF THE INDIVIDUAL CODE CANDIDATES.

FUNDS PROVIDED TO ARE USED PRIMARILY TO
DEFEND PRIVATE ENTERPRISE,

EL MERCURIO CONTINUES TO PLAY A LEADERSHIP ROLE IN

MOLDING CHILEAN PUBLIC OPINION. EL MERCURIO

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LAUNCHED AN EXTENSIVE ADVERTISING EFFORT TO PLACE THE BLAME
FOR CHILE'S ECONOMIC ILLS AT THE DOORSTEP OF THE ALLENDE

GOVERNMENT, PLACING ADS WHEREVER POSSIBLE IN UP-CONTROLLED

MEDIA AS WELL AS IN INDEPENDENT PUBLICATIONS LIKE LA TERCERA
DE LA HORA.

EL MERCURIO GAVE EXTENSIVE
COVERAGE AND PRAISE TO THE PDR-PIR "UNITY" THEME, AND HAS RUN
A SERIES OF ARTICLES ON KEY CODE CANDIDATES. EL MERCURIO ALSO
HAS ITS REPORTERS COVERING ELECTORAL CAMPAIGNS THROUGHOUT CHILE

THE WOMEN ARE CONDUCTING DOOR-TO-DOOR
CANVASSES ON BEHALF OF PDR/PIR CANDIDATES WHO HAVE AT LEAST A

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CHANCE OF BEING ELECTED, DISTRIBUTING THE CANDIDATE'S PROPAGANDA AND DISCUSSING CODE'S MERITS.

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